

Customer Service

Managing and Leading

Your business
relationships

“Customer Service”

My Intended Results

1. Clear up any confusion about what customer service really is.
2. Define when you are a “customer”, a “supplier” or “stakeholder”.
3. Create a ***breakthrough*** in customer service with you, your customers, and each other.

Pre-work

- **Get into groups of three**
- **(two people you don't know, don't work with, or are 'strangers' to you)**

Introduce yourselves

- 1. Your full name?**
- 2. Where were you born?**
- 3. One unique thing about yourself?**

C/S Questions

- 1. When are you the 'customer'?**
- 2. Who creates a great 'customer experience' for you? (Target, Apple, Starbucks, etc.) most memorable ?**
 - 1. Why? (what makes you happy?)**

“Customer Service”

- Providing the ‘customer’ with “service” before, during, and after the *customer/supplier transaction*
- Process-driven
- Experiential (emotional)
- Individual (subjective)
- Requires skill & commitment
- Management & Leadership

“Customer”

- The person or group RECEIVING the products or services
- (usually in exchange for money)
- ***Buyer***
- ***Patron***
- ***Shopper***
- ***Client***
- ***Patient***

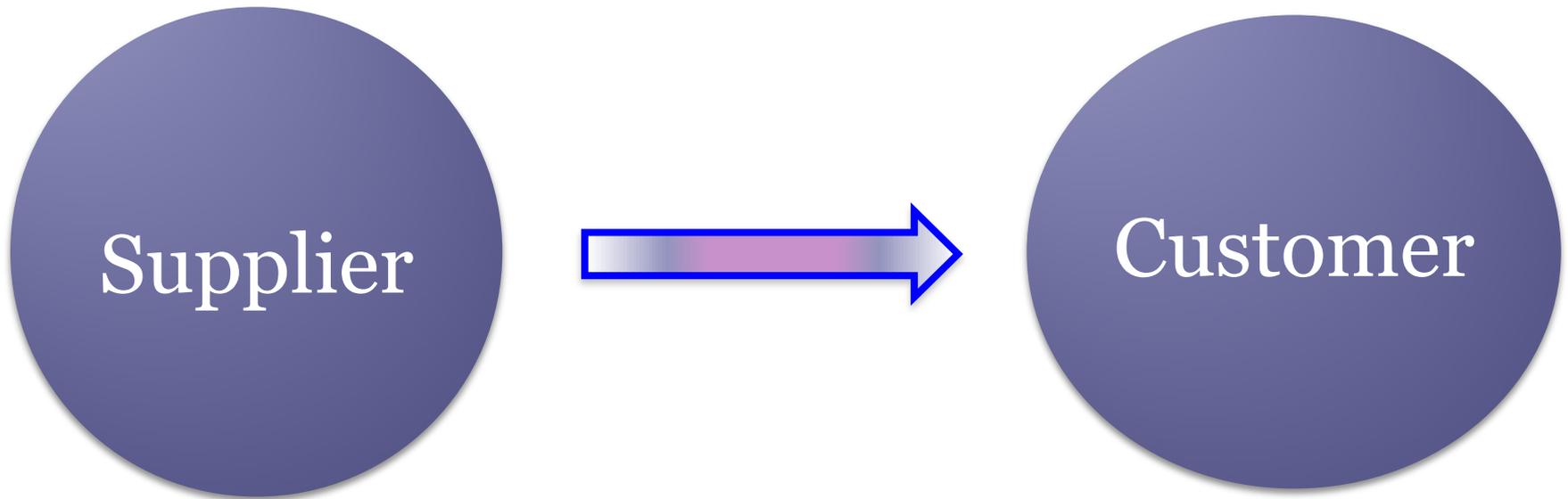
“Supplier”

- The person or group PROVIDING the products or services
- (usually in exchange for money)
- ***Provider***
- ***Contributor***
- ***Donor***
- ***Source***
- ***Service provider***

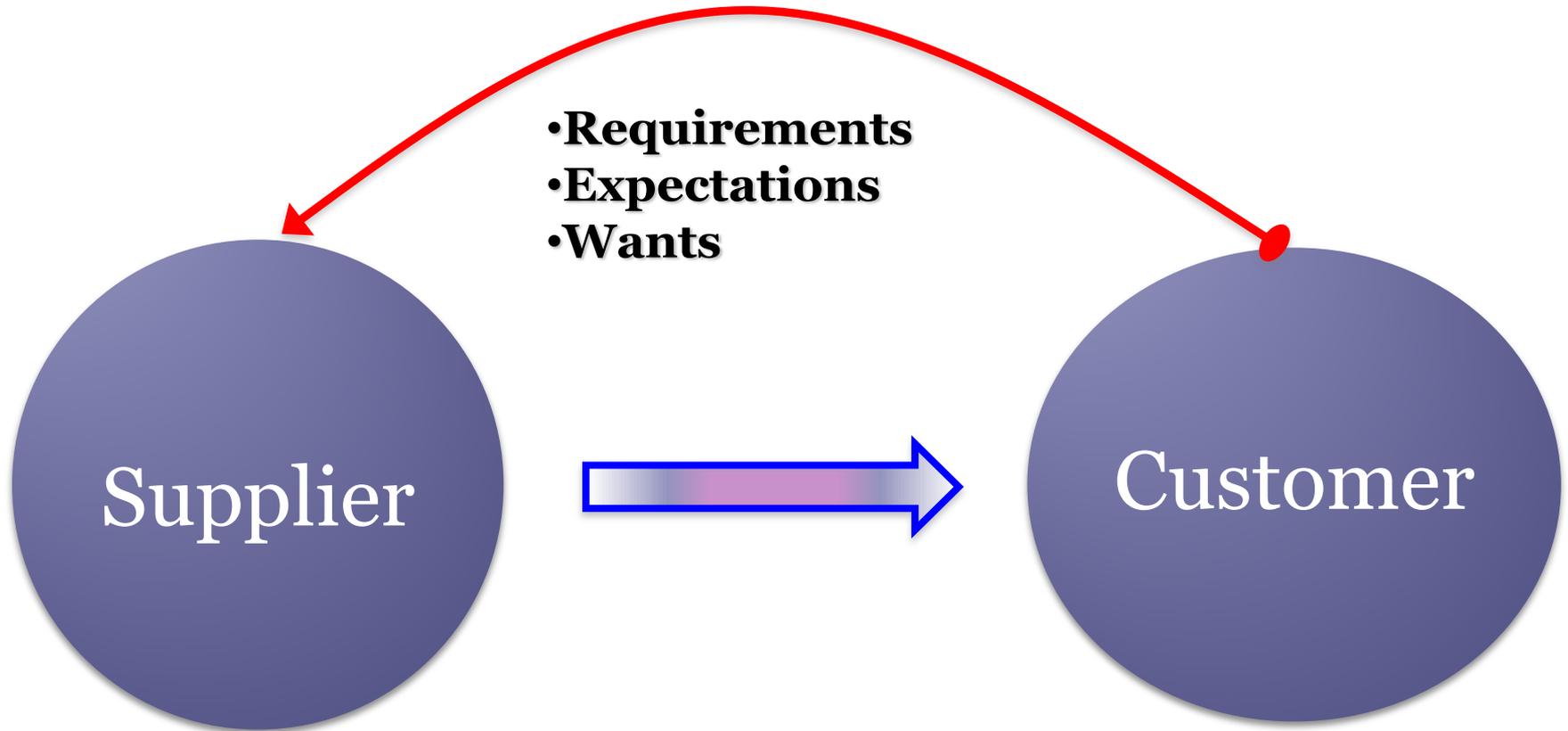
1985 Michael Porter

- *“Competitive Advantage: Creating and Sustaining Superior Performance”*
- *Best seller*
- *Key Concepts*
 - *Value Chain*
 - *Value streams*
 - *Customers & Suppliers*
- *Customer/Supplier Model*

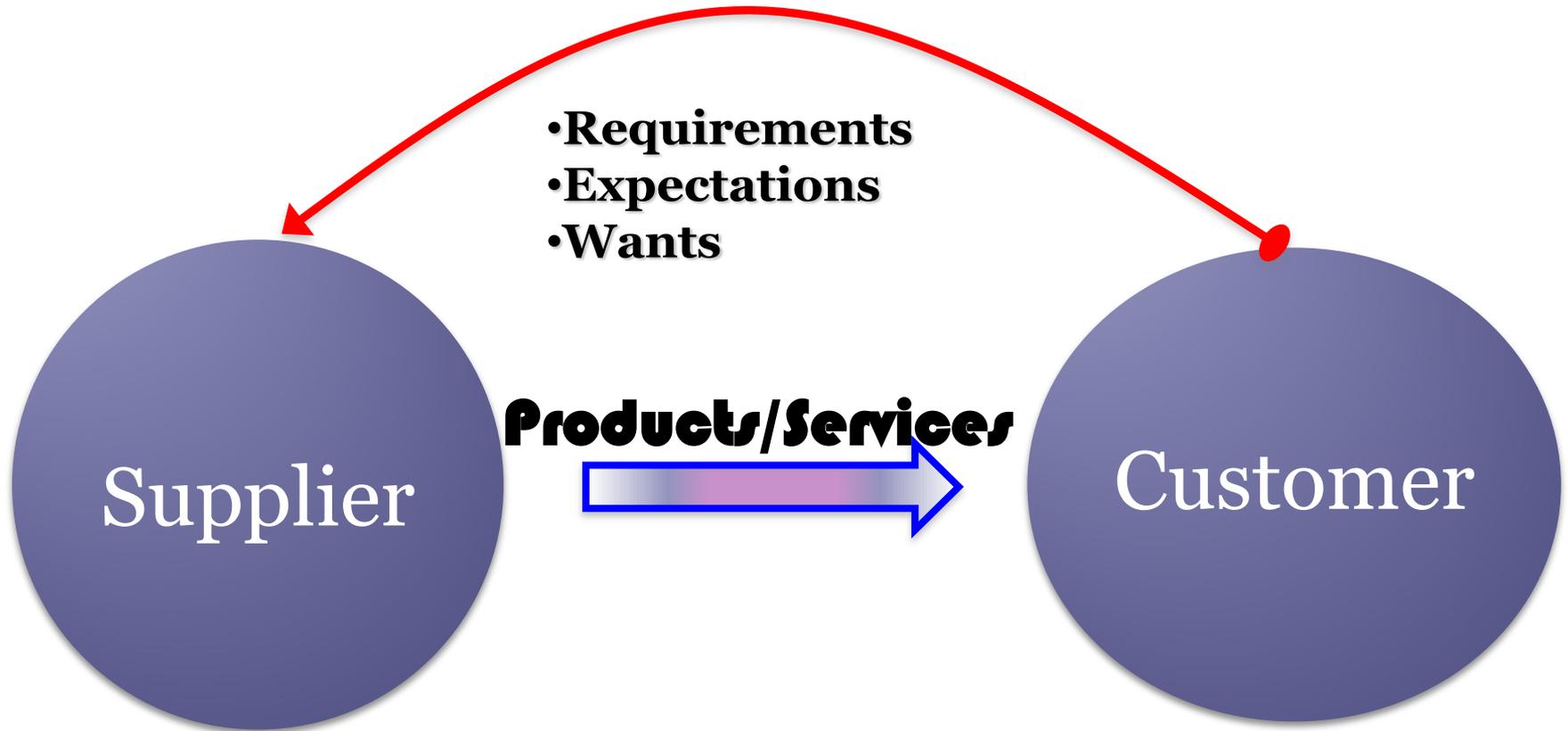
Customer/Supplier Model



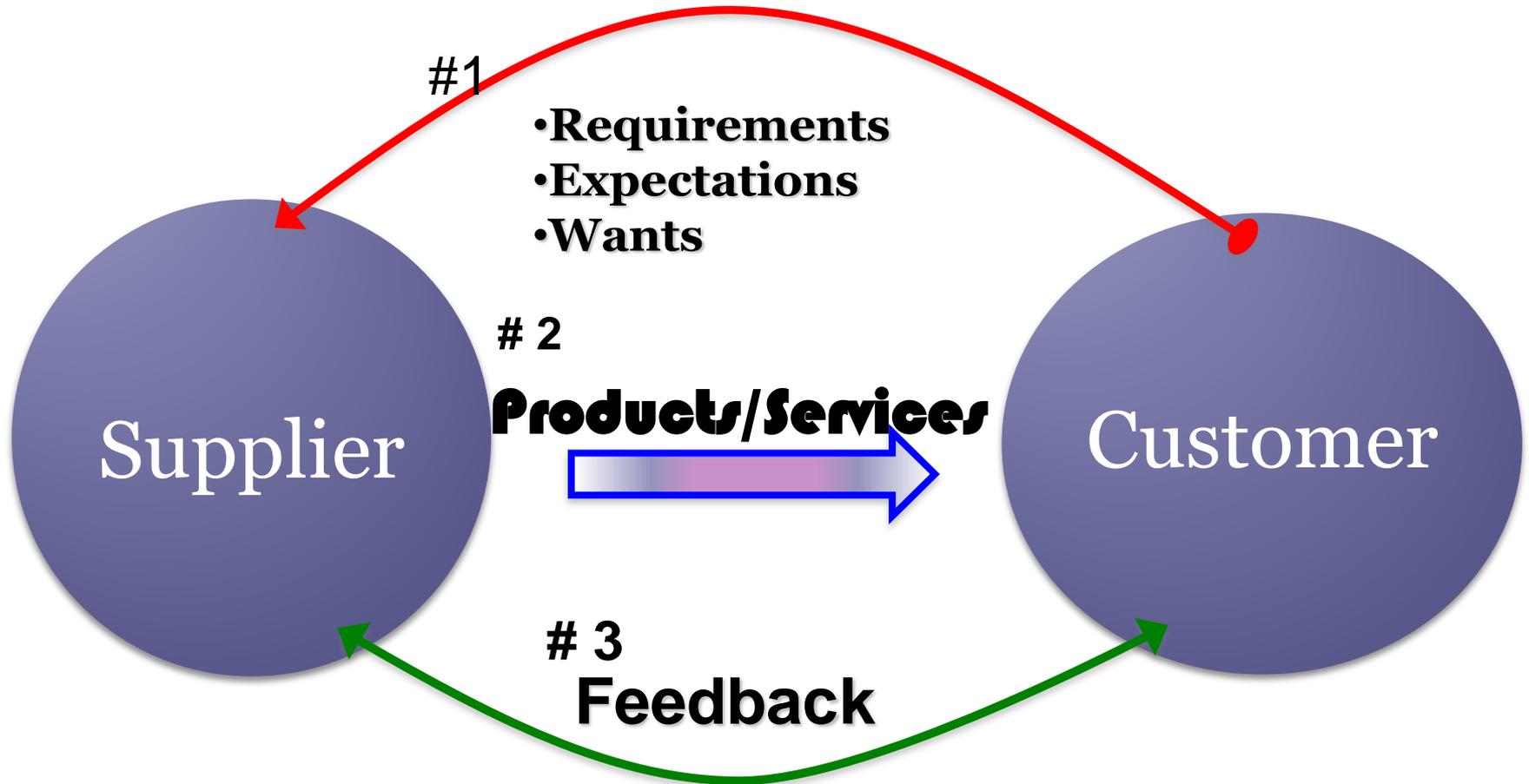
Customer/Supplier Model



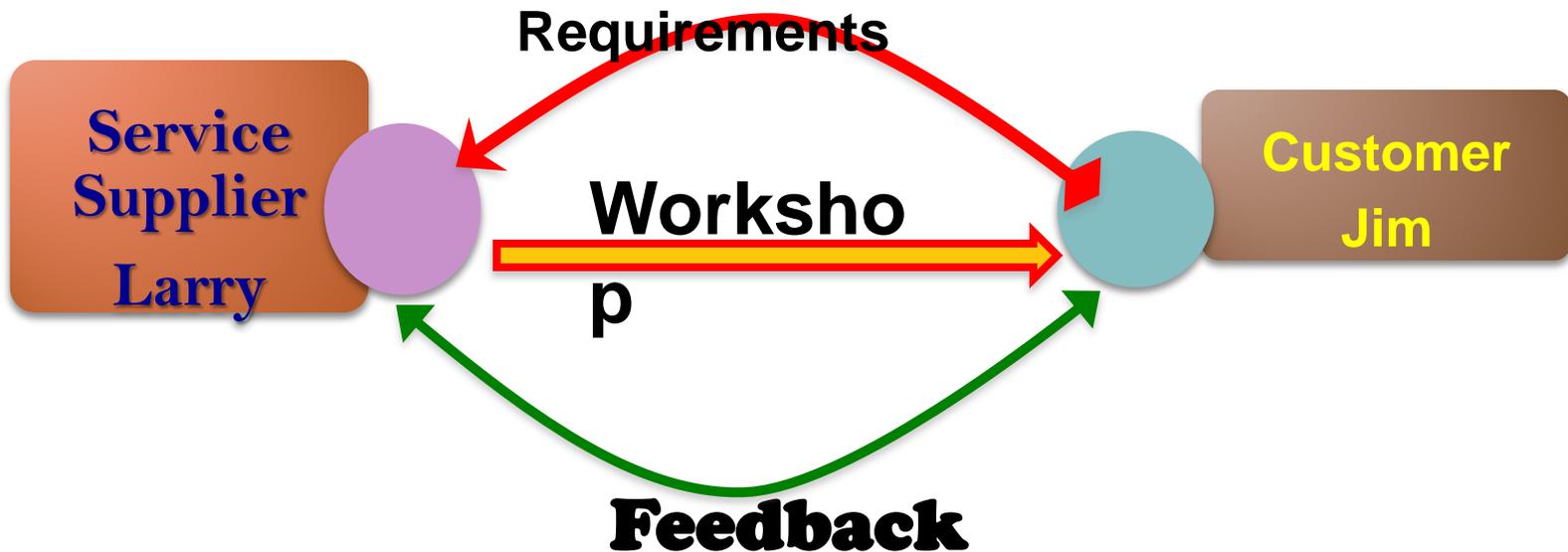
Customer/Supplier Model



Customer/Supplier Model

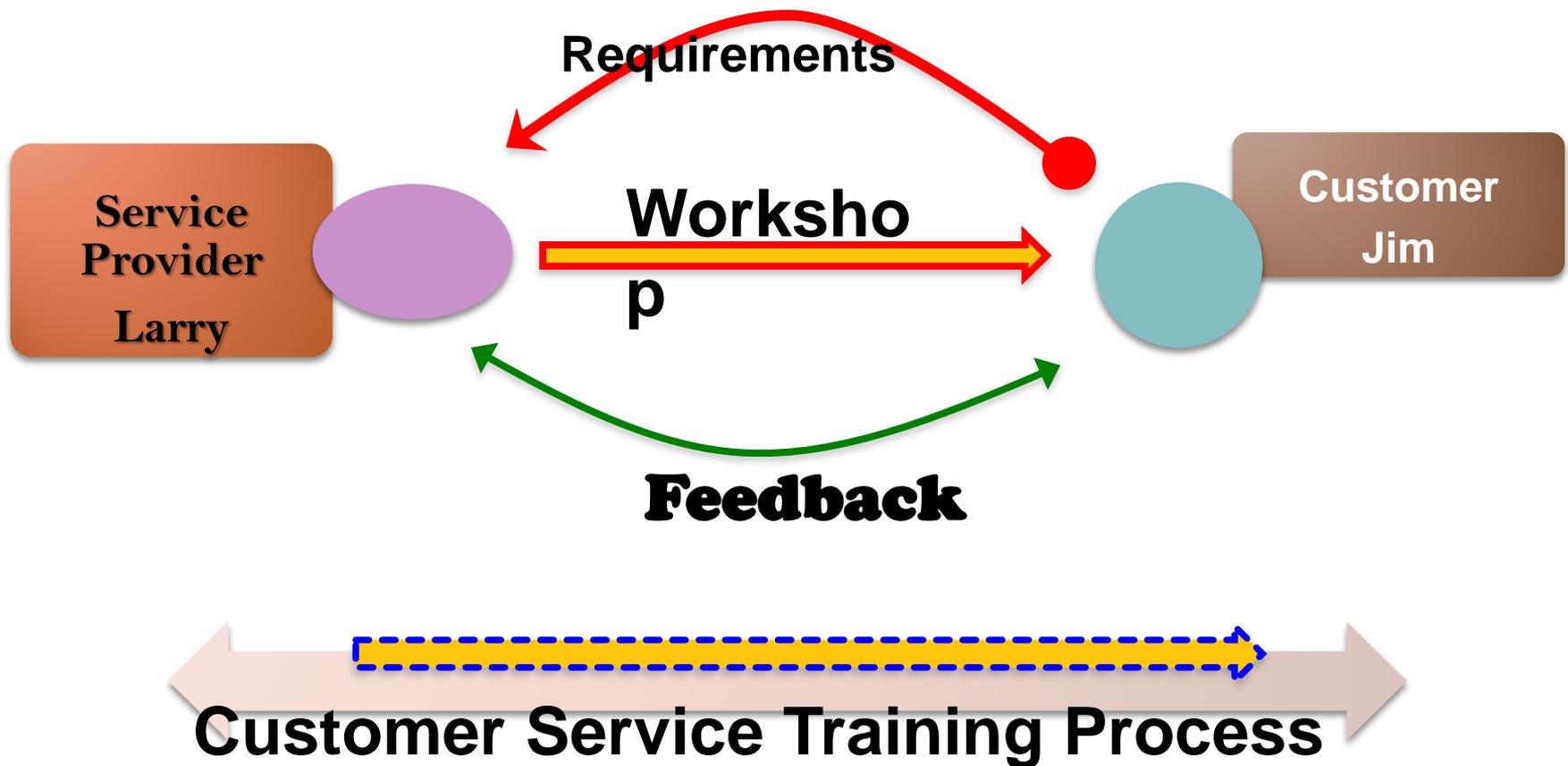


Customer/Supplier Model

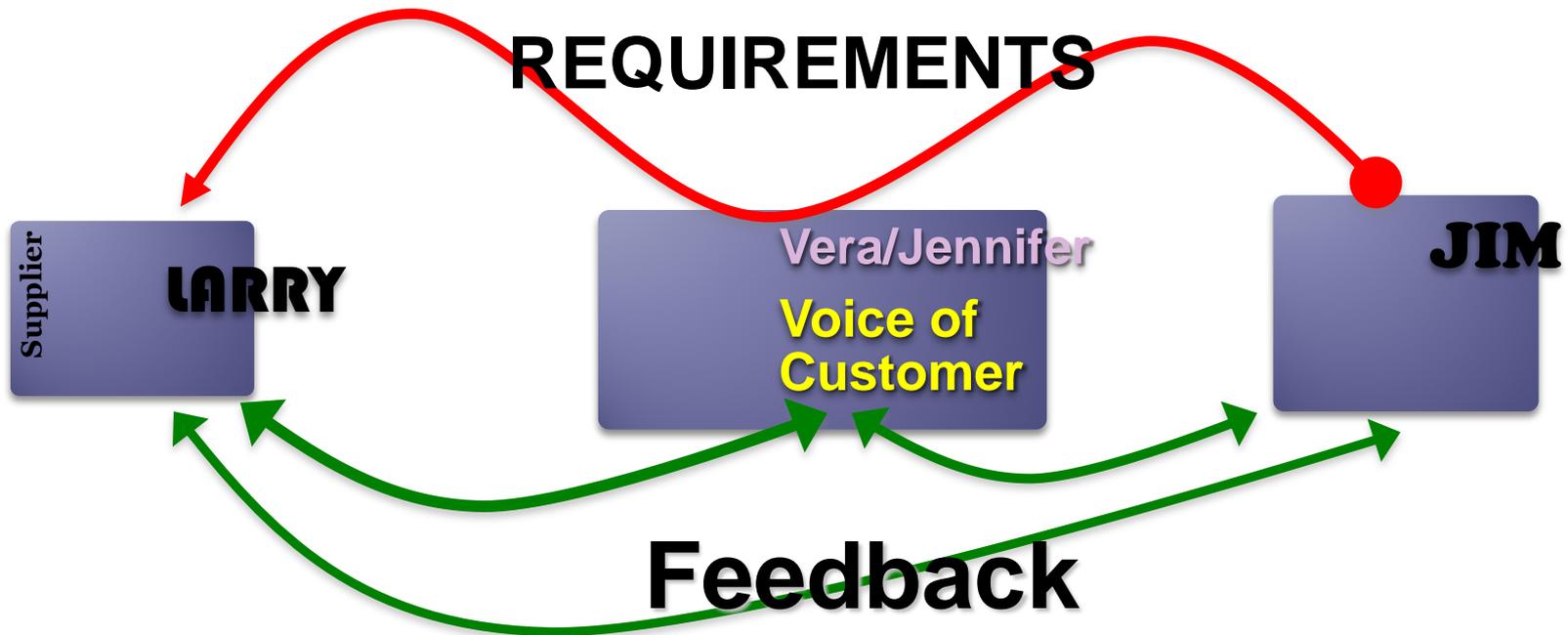



“Jim’s Customer Service Training Process”

Customer/Supplier Never Change relationships in this Process



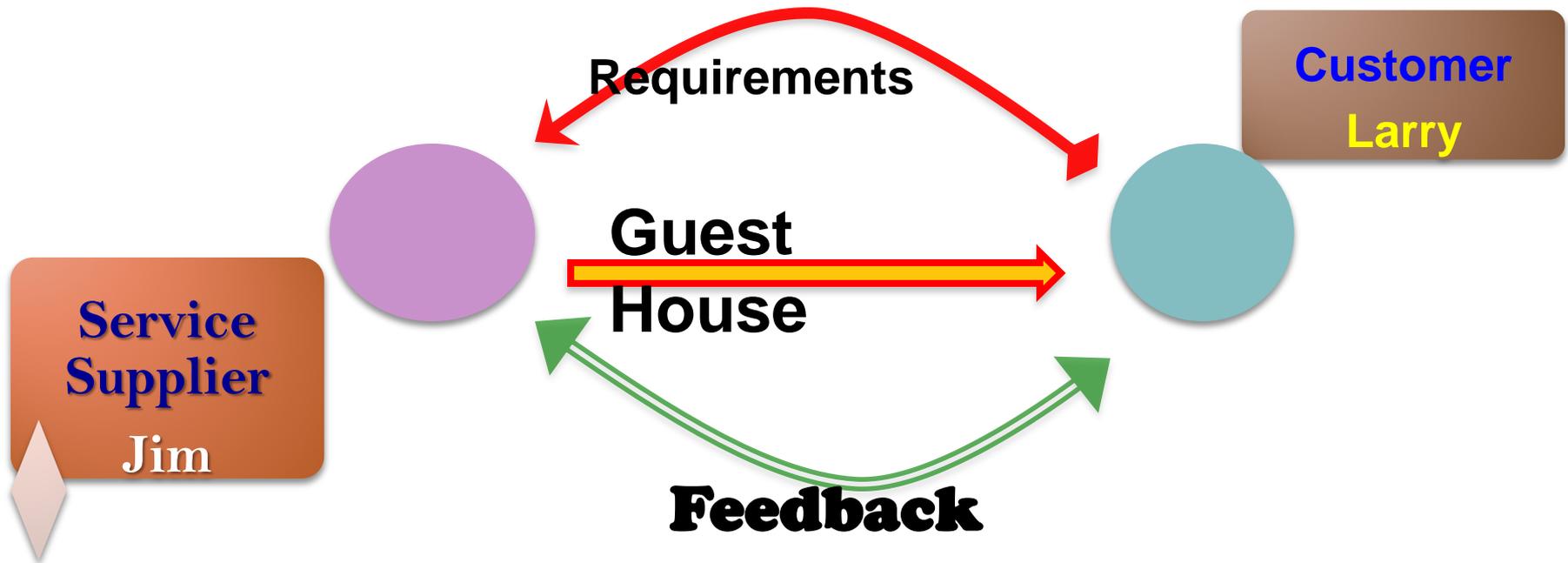
One process-one relationship



Customer Service Training Process

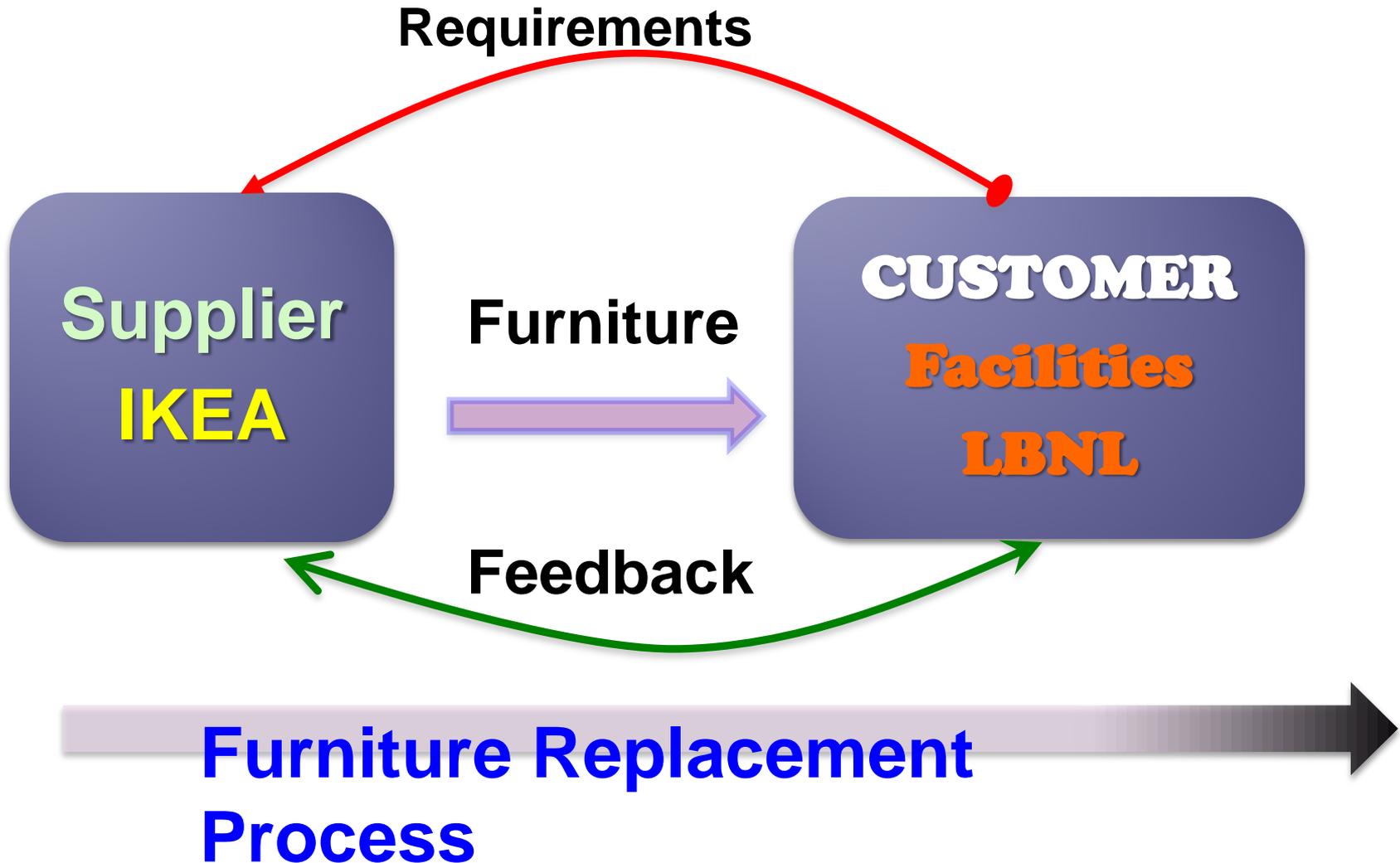


Customer/Supplier Model

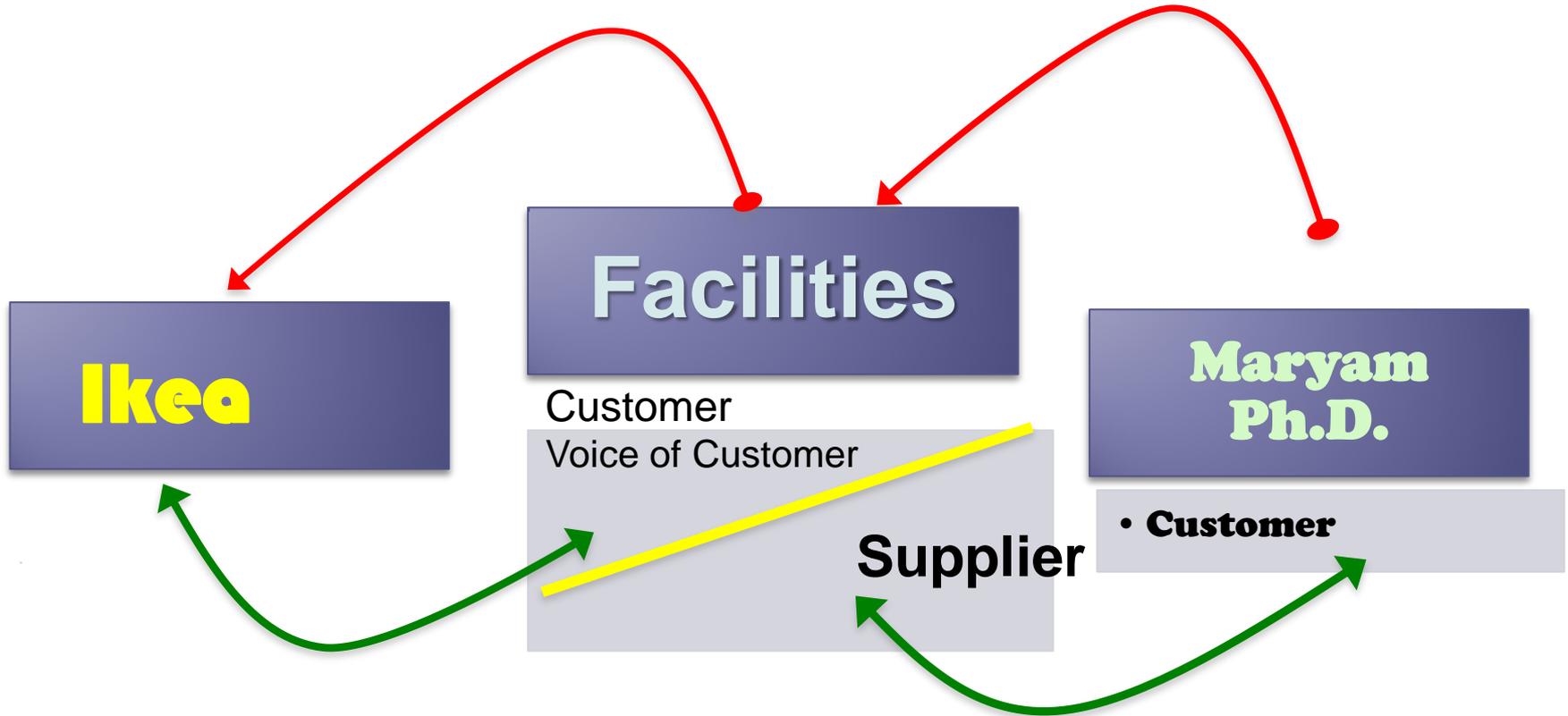


“Staying @ the Guest House Process”

More Complex Application



REQUIREMENTS



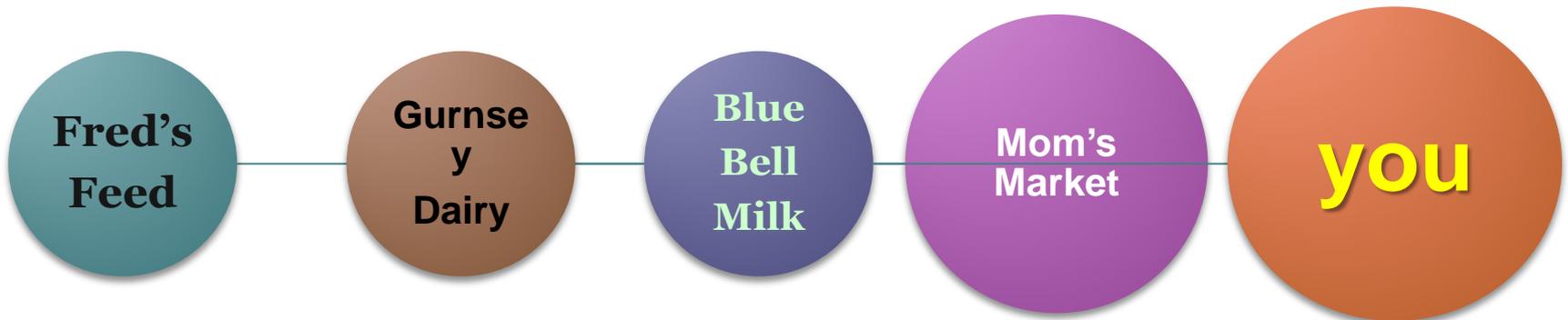
Feedback

Furniture Replacement Process



Customer/Supplier Model

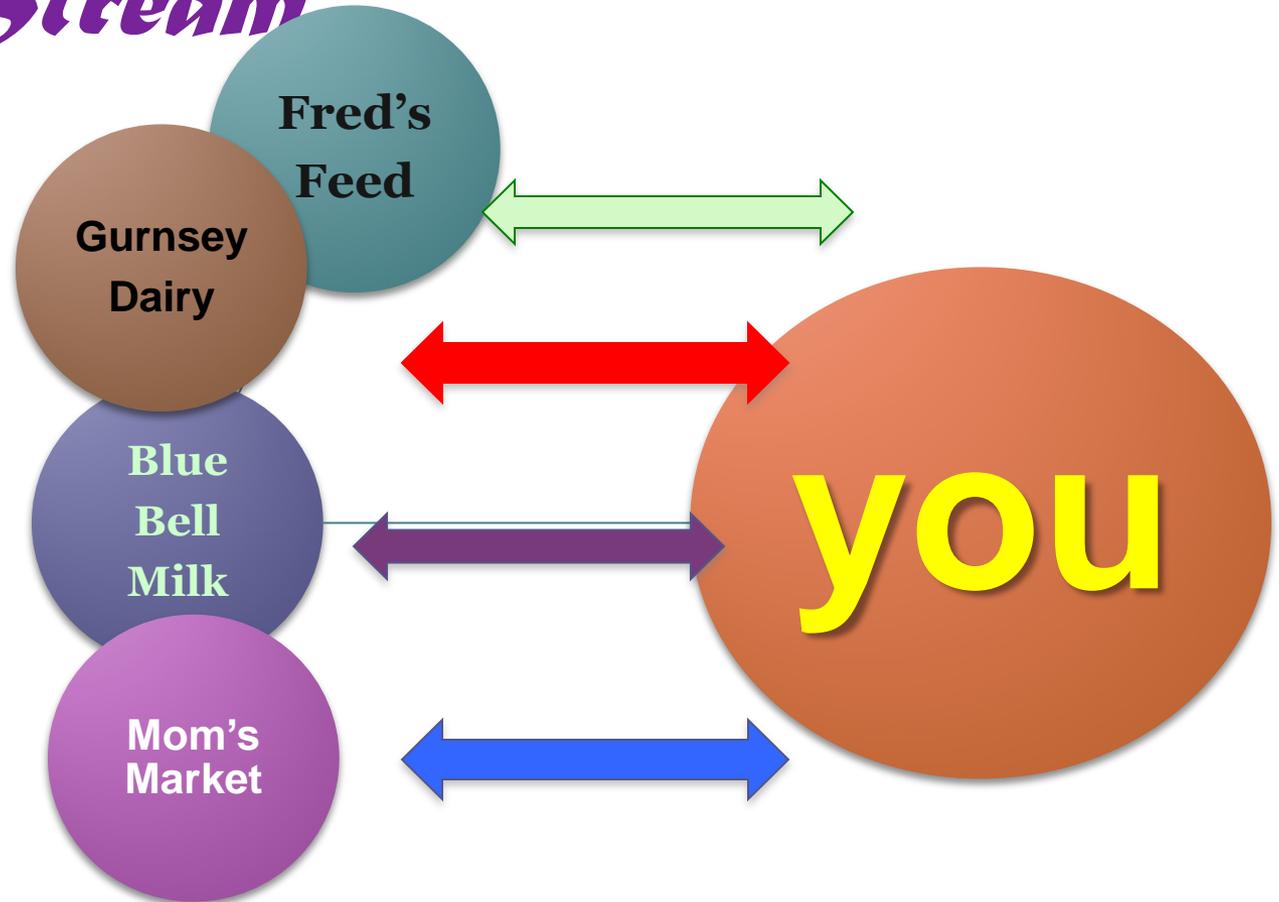
Value Stream



Buying milk for the family process →

Customer/Supplier Model

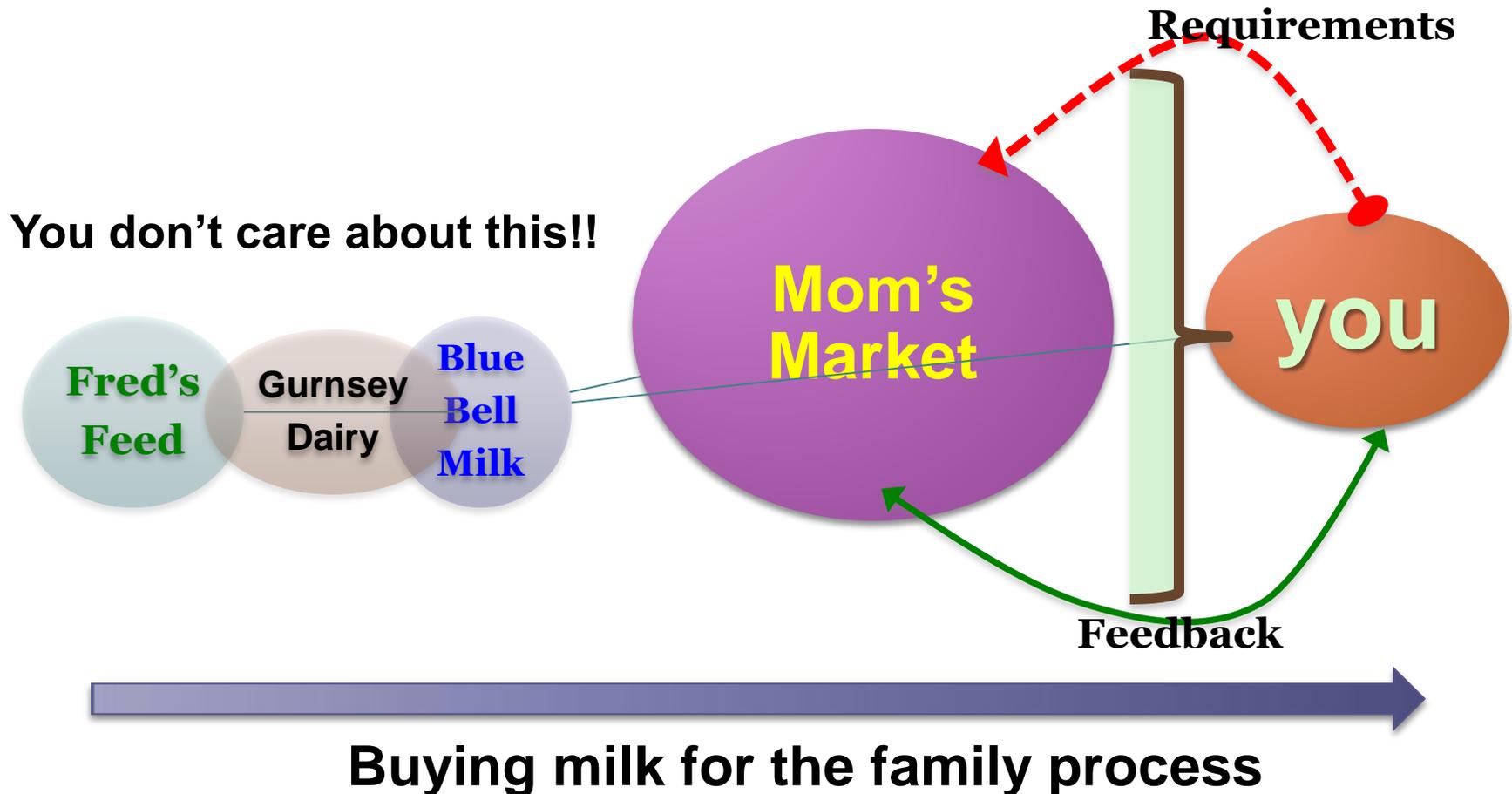
Value Stream



Buying milk for the family process →

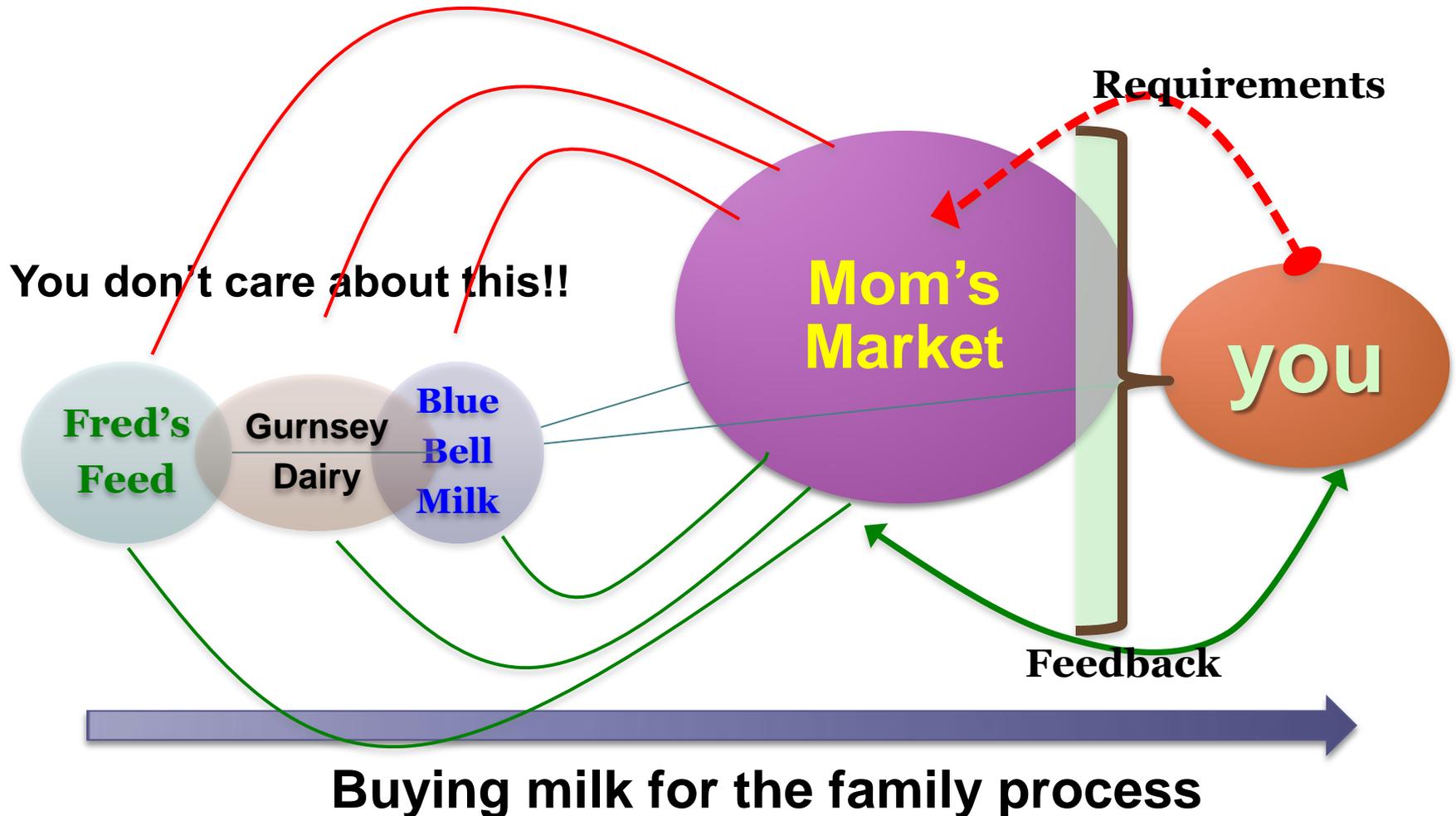
Customer/Supplier Model

Value Stream



Customer/Supplier Model

Value Stream



Group Process

- 1. Get into groups of 4 (new people)**
- 2. Identify a Customer Value stream**
- 3. Find the longest value stream!!**

Group Process--Feedback

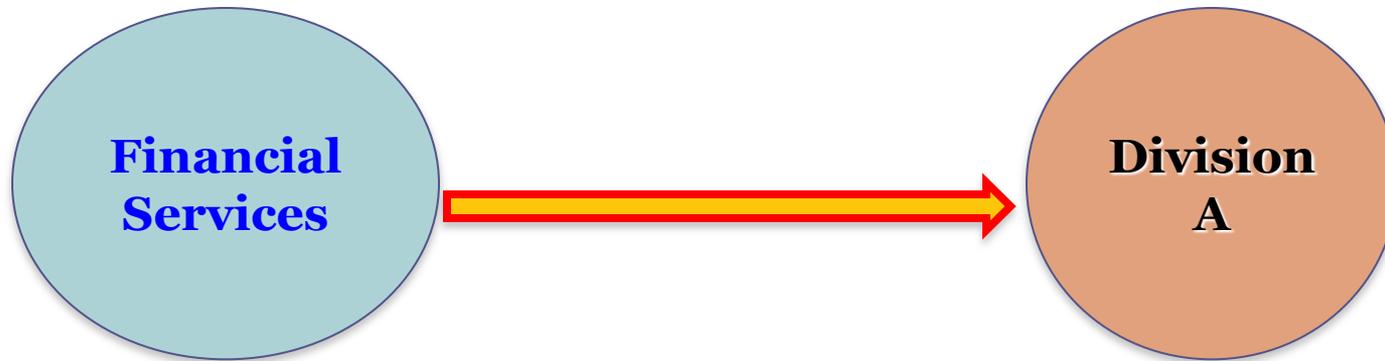
Read outs

Customer/Supplier Model Breakdowns

- 1. Mixing processes**
- 2. Confuse 'feedback' as supplier**
- 3. Think up/down vs. partners**
- 4. Role of the "stakeholder"**
- 5. Poor Management/Leadership**

Customer/Supplier Model

Breakdowns—Mixing Processes

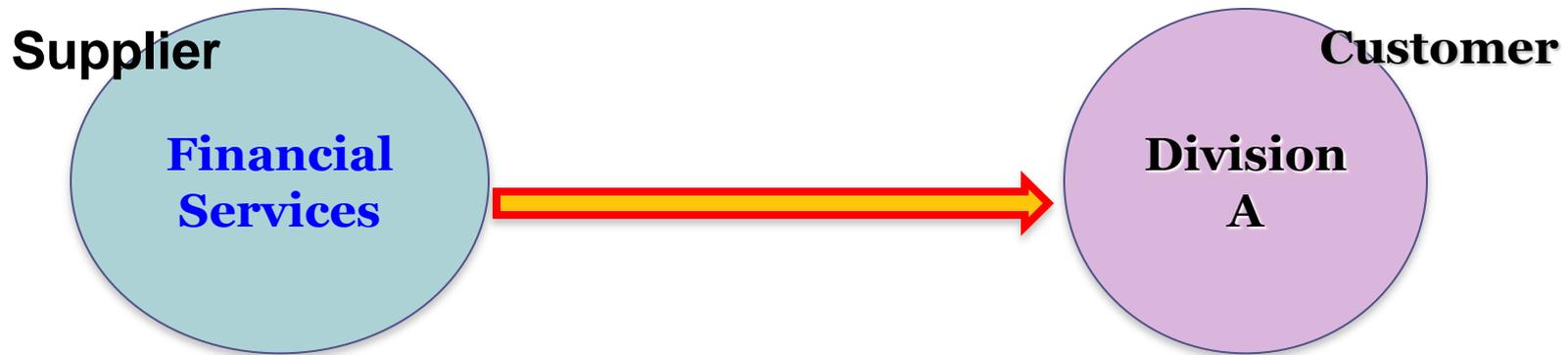


- **Budget Development Support Process**

One Process=One Relationship

Customer/Supplier Model

Breakdowns—Mixing Processes

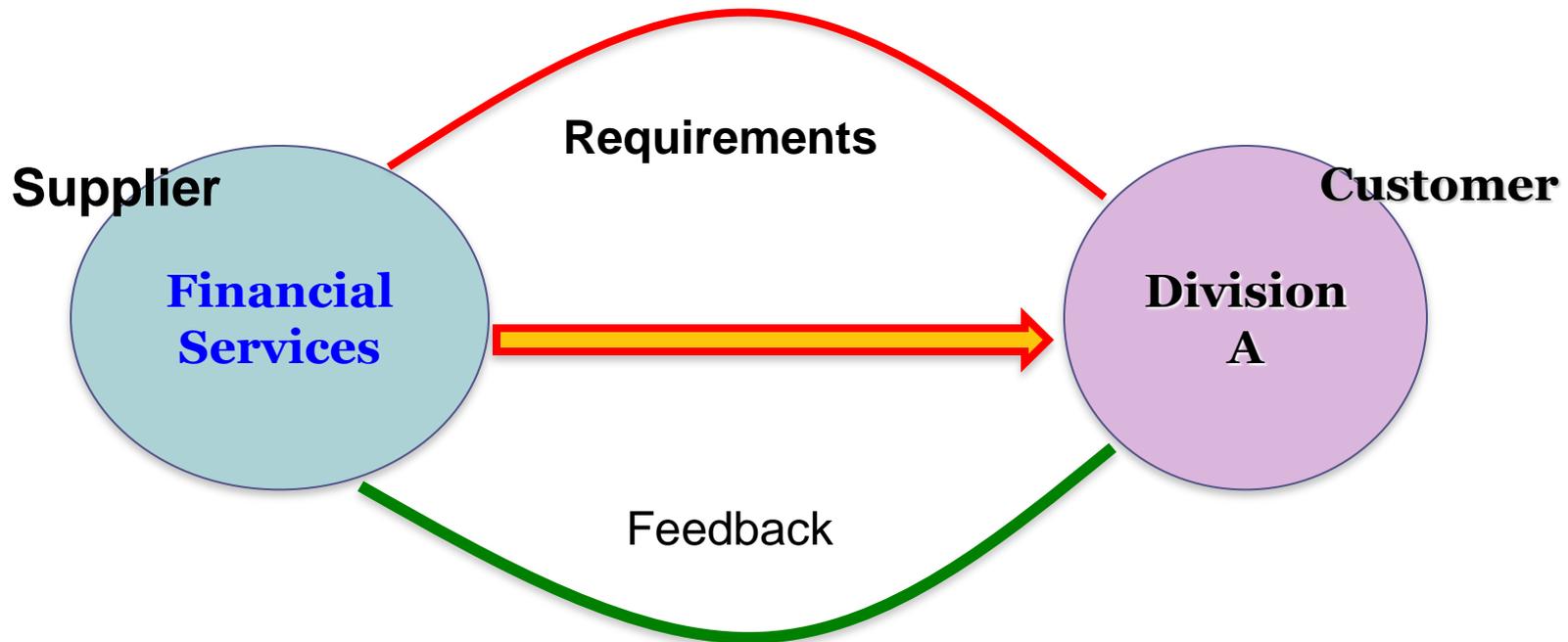


- **Budget Development Support Process**

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Customer/Supplier Model

Breakdowns—Mixing Processes

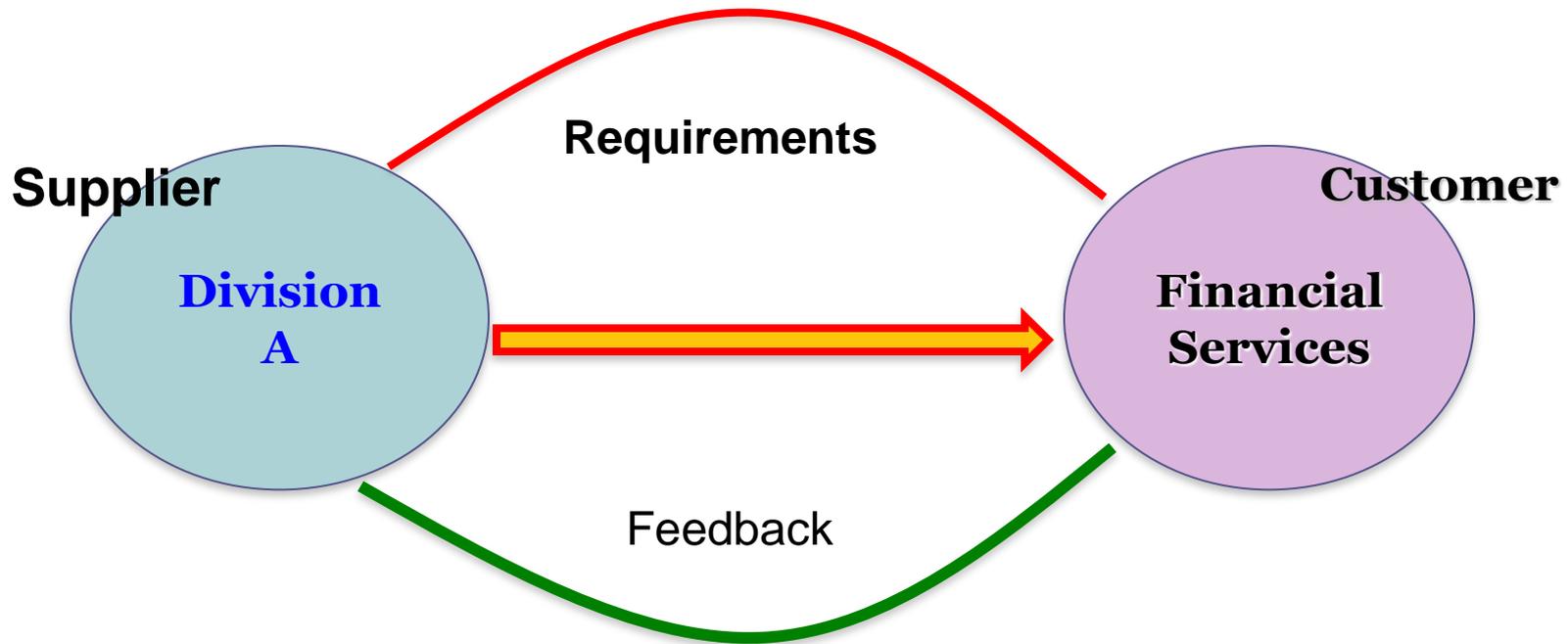


Budget Development Support Process

One Process=One Relationship

Customer/Supplier Model

Breakdowns—Mixing Processes

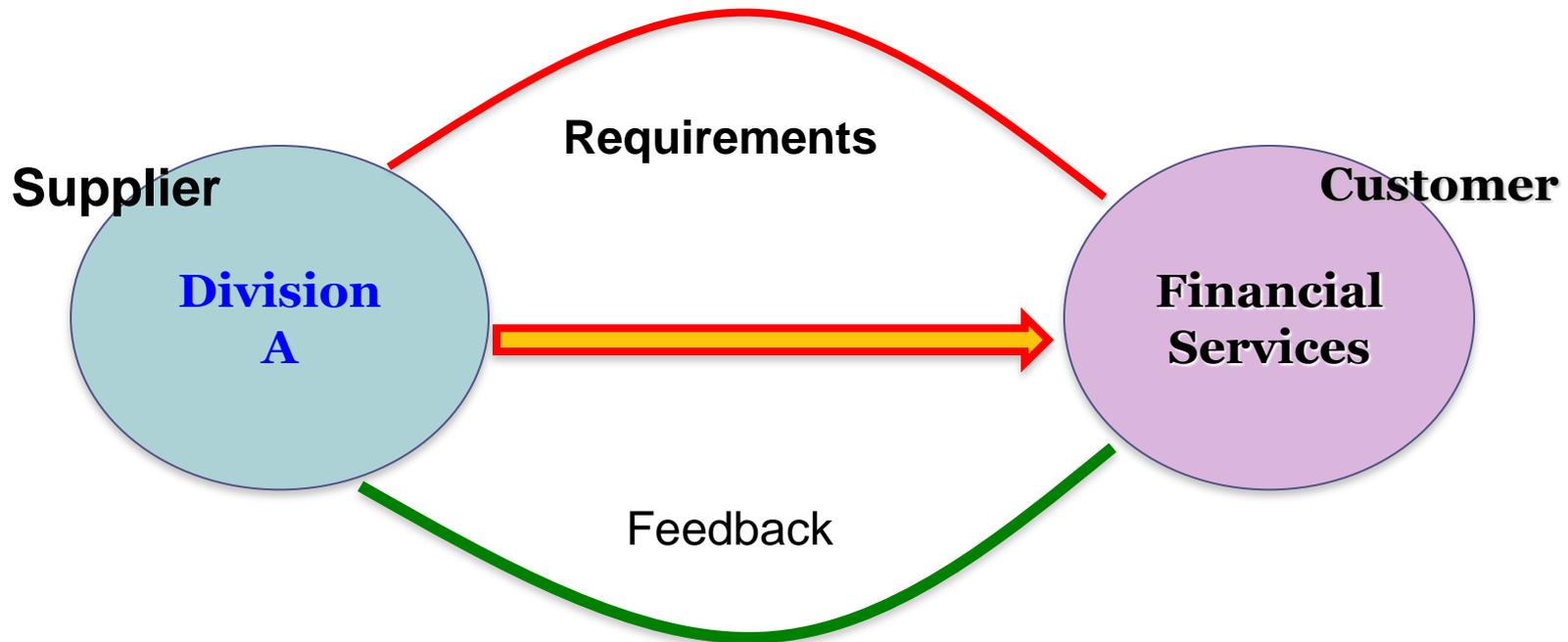


Budget Audit & Compliance Process

One Process=One Relationship

Customer/Supplier Model

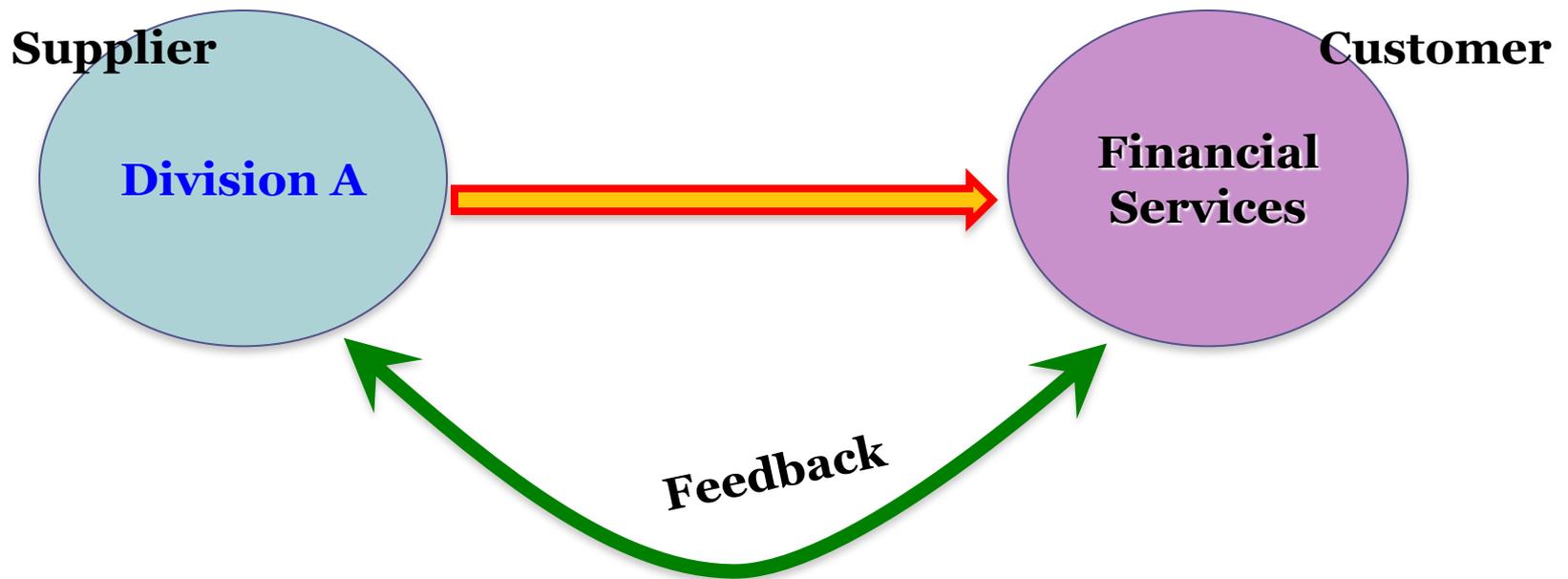
Breakdowns—Mixing Processes



**Budget Audit & Compliance Process/
Budget Development Support Process**

two Processes = UPSET

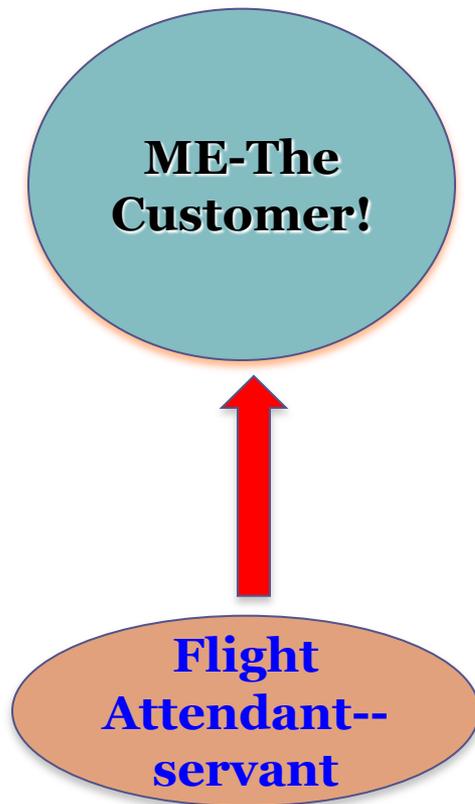
Customer/Supplier Model Breakdowns—Feedback?



One Process=One Relationship

Customer/Supplier Model

Breakdowns—Thinking Up/Down vs. Partners



**Bad Behavior
Always has
Consequences!**

**“nobody is Better or
Worse than you are”**

United Airlines Transportation Process

Customer/Supplier Model

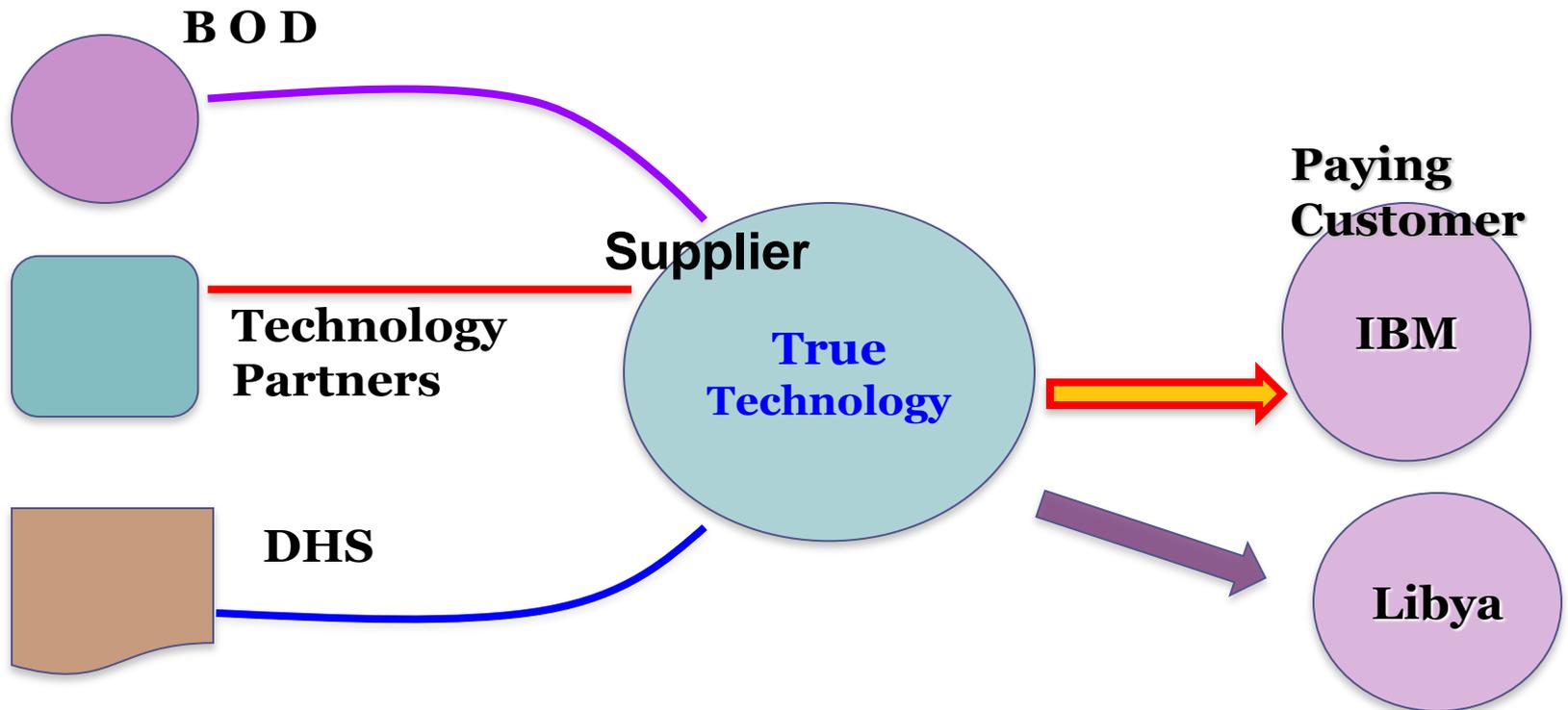
Breakdowns-Role of the

“stakeholder”

“Stakeholder”

- **A person/group who has a vested interest in another’s outcome**
- **Someone who can gain or lose from the results of others**

Stakeholders—True Technologies



Security Systems Development Process



Managing Stakeholder Partnerships

- 1. What does each 'stakeholder' have at stake?**
- 2. How do you best relate to create a partnership?**
- 3. What level of influence can they have over you?**
- 4. What potential problems, breakdowns, conflicts, might arise that you can take preventive action on?**
 - BOD—audit committee**
 - DHS—know the security requirements**
 - VC—clarify their expectations for profit/results**
- 5. STAY in communication—stay in partnership**

Customer/Supplier Model

Breakdowns--

Management/Leadership

- **Management**

“Planning, organizing, directing, and controlling the people and other resources to produce an effective, efficient, intended outcome.”

Vincent Drucker quoting his father Peter Drucker

- Plan (Identify the end-state)
- Demand (Give people goals / objectives)
- Measure (Confront reality)
- Hold accountable (not blame/not whining)
- Consequences (positive/negative)

Customer/Supplier Model

Breakdowns--Management/**Leadership**

- **Leadership**

“Bringing out the best in other and in yourself by creating an environment that inspires, energizes, animates, and compels you to do and be the extraordinary...”

Warren Bennis

- Create a high performance culture
- Attract “adults” and upgrade our behaviors
- Challenge each other to be and do the extraordinary

Customer Service—Assessment

- 1. Get into groups of 4 or 5 (new people)**
- 2. Identify where YOU have the most breakdowns, difficulties or challenges in the Customer/Service Model**
- 3. What have you seen today that can help you be more effective?**

Customer Service—What works?

1. Hertz
 2. Starbucks
 3. Apple Store
 4. Costco
 5. Southwest Airlines
 6. Google
 7. Target
 8. Nordstrom
- Good Management**
- or**
- Good Leadership**

Southwest Airlines

Service Operating Principles

- **Servant's heart**
- **Warrior's spirit**
- **Fun-loving attitude**

Customer Service

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Zipreality—is this service?

- **Larry,**
- **Buying and/or selling a home can be trying - especially in a market like ours. I am here to help smooth the process - I can help a little, a lot, or I can just leave you alone... let me know what works best. I sincerely appreciate the opportunity to earn your business and will do my best to gain your trust.**
- **I am customer service driven and NOT sales driven, so....this means I will provide full service real estate functions at your speed and your time frame. I do have a small request: Could you take a minute to respond with a short note updating me on the status of your home search plans and indicate your communication preference. To make this easy, I've laid out 6 options below and you can simply respond with A, B, C, D, E or F or expand if none apply:**
- **A – Thanks, but we are not interested at all. Please deactivate my account.**
- **B – Just browsing for now, will be serious in 2-4 months. Please contact me at that time.**
- **C – Just browsing for now, will be serious in 5-9 months. Please contact me at that time**
- **D – I am looking to buy or sell shortly. Please explain your rebate for buyers and/or your discount for sellers.**
- **E – I need help NOW – CONTACT ME!**
- **F - I am currently working with another real estate agent.**
- **Vick**